Capture Your Share of the E-commerce Explosion
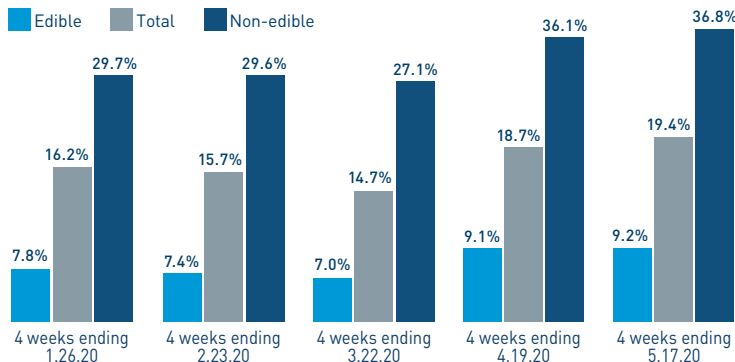
E-COMM ADOPTION IS ACCELERATING

Total e-commerce Share of Omnichannel

- ■ Edible
- ■ Total
- ■ Non-edible

	4 weeks ending 1.26.20	4 weeks ending 2.23.20	4 weeks ending 3.22.20	4 weeks ending 4.19.20	4 weeks ending 5.17.20
Edible	7.8%	7.4%	7.0%	9.1%	9.2%
Total	16.2%	15.7%	14.7%	18.7%	19.4%
Non-edible	29.7%	29.6%	27.1%	36.1%	36.8%

ALMOST 2/3 OF PURCHASES ARE MADE ON MOBILE

Device used for purchase

37% Desktop/Laptop

63% Mobile

## Use MOBILE READY HERO IMAGES* to convert more shoppers to buyers!

*A simplified, online image that consists of the four key elements: brand, format, variant and pack count/size to help identify and select products faster compared to conventional pack shots on all screen size/devices
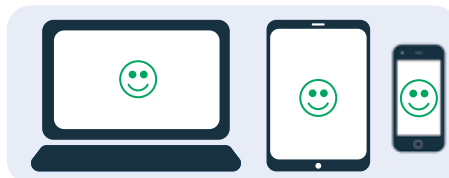
EASIER TO SHOP

Hero Images are *5X EASIER* to spot on smaller screens and mobile devices
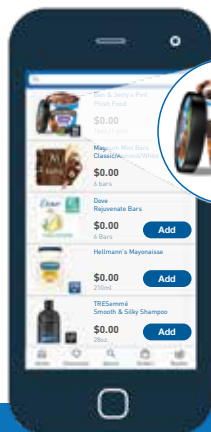
FRONT OF PACK
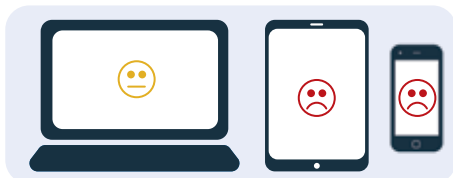
HERO IMAGE

4 BASICS LEGIBLE FROM THE IMAGE ALONE

1 BRAND 2 FORMAT 3 VARIANT 4 PACK COUNT/SIZE

APPEAL TO SHOPPERS

Shoppers scroll through pages quickly
HERO IMAGES MAKE IT EASIER TO SHOP QUICKLY

"The one negative to shopping online is that you don't see the product. But this one is close to it."

"It is easy to see quickly the Brand, the key ingredients, the size or ounces without having to go into the details…"

PROVEN RESULTS

Across all categories, hero images generate a
SIGNIFICANT LIFT IN SALES over conventional pack shots

+24%

+20%

CONTACT YOUR UNILEVER REPRESENTATIVE TO LEARN MORE